

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

<u>Contract / Revision</u>		<u>Alt Order #</u>
137794 /		07910556
<u>Product</u>		
American Crossroads		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/09/12 - 10/15/12	1088	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
American Crossroads	10/05/12 / 10/05/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WCCB	Merideth Radow	Washington-Eac
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	11	27
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Crossroads Media
66 Canal Center Plaza Suite 555
Alexandria, VA 22314

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Totals</u>		
										Type	Spots	Amount
N 1	WCCB	10/09/12	10/12/12	Fox News Rising	5a-530a		:30			NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	- 1111--				4	\$90.00			
N 2	WCCB	10/15/12	10/15/12	Fox News Rising	5a-530a		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$90.00			
N 3	WCCB	10/09/12	10/12/12	Fox News Rising	530a-8a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	- 1111--				4	\$150.00			
N 4	WCCB	10/15/12	10/15/12	Fox News Rising	530a-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$200.00			
N 5	WCCB	10/09/12	10/12/12	Fox News Rising 8a-9a	8a-9a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	- 1111--				4	\$150.00			
N 6	WCCB	10/15/12	10/15/12	Fox News Rising 8a-9a	8a-9a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$200.00			
N 7	WCCB	10/09/12	10/12/12	Anderson	4p-5p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	- 1111--				4	\$400.00			
N 8	WCCB	10/15/12	10/15/12	Anderson	4p-5p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$400.00			
N 9	WCCB	10/09/12	10/12/12	Ellen	5p-6p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	- 1111--				4	\$750.00			
N 10	WCCB	10/15/12	10/15/12	Ellen	5p-6p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$750.00			
N 11	WCCB	10/14/12	10/14/12	League Championship	League Champions		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-----S				1	\$1,800.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

Contract / Revision 137794 /	Alt Order # 07910556	
Contract Dates 10/09/12 - 10/15/12	Product American Crossroads	Estimate # 1088
Advertiser American Crossroads		Original Date / Revision 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12	WCCB	10/15/12	10/15/12	League Championship						NM	1 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----	1	\$1,800.00					
N 13	WCCB	10/09/12	10/12/12	Fox News @ 10pm	10p-1035p		:30			NM	4 \$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	-1111--	4	\$1,000.00					
N 14	WCCB	10/15/12	10/15/12	Fox News @ 10pm	10p-1035p		:30			NM	1 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----	1	\$1,500.00					
N 15	WCCB	10/09/12	10/12/12	Fox News EDGE	1035p-11p		:30			NM	4 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	-1111--	4	\$500.00					
N 16	WCCB	10/15/12	10/15/12	Fox News EDGE	1035p-11p		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/15/12	10/21/12	M-----	1	\$750.00					
N 17	WCCB	10/10/12	10/10/12	X Factor		X Factor	:30			NM	1 \$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	--W----	1	\$5,000.00					
N 18	WCCB	10/11/12	10/11/12	X Factor		X Factor	:30			NM	1 \$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	---T---	1	\$6,000.00					
N 19	WCCB	10/13/12	10/13/12	Fox News Got Game Sat	1035p-11p		:30			NM	1 \$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S-	1	\$200.00					
N 20	WCCB	10/14/12	10/14/12	Fox News Sunday	9a-10a		:30			NM	1 \$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/08/12	10/14/12	-----S	1	\$100.00					

Totals 41 \$30,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	41	\$30,950.00	\$26,307.50
Totals	41	\$30,950.00	\$26,307.50

Signature: _____ **Date:** _____

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